



PAGOSA SPRINGS AREA TOURISM BOARD 2017 Event Funding Application (Non Marketing)

Below is the *new* 2017 Event Funding Application (Non Marketing). The Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial assistance. Additionally, all events will receive the extensive marketing efforts of the Tourism Board, allowing event organizers to reach visitors in town and in advance of their visit at no charge. The following application is designed for events that may not specifically need marketing assistance or attract a new, unique visitor audience to Pagosa Springs. The non marketing event funding application is ideal for events held during our peak visitation times.

The application will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board's Events Subcommittee reserves the right to reject future applications from applicants that do not follow the funding guidelines.

Please note that event organizers are limited to a maximum of \$2,500 in funding per unique event. Event organizers with multiple events are limited to a maximum of \$5,000 total.

The process for requesting funding is as follows:

- **Deadline for 2016 applications is 4pm on Wednesday, November 16th 2016.** Please submit your application in pdf format via email to sales@visitpagosasprings.com (a confirmation of receipt will be sent in return) or provide a hard copy, in person or via mail, to:

Pagosa Springs Area Tourism Board

551 Hot Springs Blvd.

P.O. Box 1859

Pagosa Springs, CO 81147

- All requests for funding will be reviewed by the Tourism Board's Events Subcommittee. The Board will conduct interviews with applicants after Thanksgiving. A time will be scheduled once application is received. Submitting an application does not guarantee funding. Event organizers will be notified if any additional information is needed for subcommittee consideration.

2017 Special Event Funding Guidelines

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds, you agree to uphold all guidelines outlined below.

1. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 1. After February 1st, 2017, 100% of the allocated amount will be disbursed upon the signing of a contract stipulating the terms of the funding and receipt of invoice from the event producer.
 2. **Final report must be submitted by October 31st, 2017.**
2. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism Board of necessary photo credits.
3. Event advertising and promotional messages should include the following:
 1. A web link to www.visitpagosasprings.com and use of the "Tourism Board logo" when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at: <https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb5OPa?dl=0>
 2. Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings and [@Visitpagosa](https://twitter.com/Visitpagosa)). Use the following #hashtags to promote your event: #PicturePagosa #ColoradoLive #VisitPagosa #PagosaSprings
 3. Link to the Pagosa Springs Booking System (www.visitpagosasprings.bookdirect.net)
4. To enable the Tourism Board to properly promote your event to potential visitors and area tourists, the event organizer must submit event information, pricing, promotional photos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. The Tourism staff provides events details to colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to info@visitpagosasprings.com.
5. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, etc.
6. The marketing efforts of the Tourism Board represent a value in excess of \$1,500.00. The Tourism Board provides the following marketing and advertising opportunities for all funded events at no additional charge:
 - Advice/consultation concerning any aspect of event marketing
 - Inclusion on event calendars on www.visitpagosasprings.com, facebook, Colorado.com, denverpost.com and many other websites
 - Promotion in monthly Pagosa Springs e-newsletter sent to over 100,000 recipients

- Promotion across Pagosa social marketing channels, if photos, videos and information shared with staff at least 60 days in advance of event to be promoted
- Banner ad development and promotion across variety of websites (Colorado.com, visit-pagosasprings.com, etc)

7. A final report is required to be submitted and approved before future funding consideration. The final report should provide an overview of the event, future plans, use of funds, overall attendance, vendor experience, etc. A post-event survey link is available for event organizers to email their attendees to learn more about their event and the experience of attendees.

8. Events using Town Parks / public property must adhere to the Town of Pagosa Springs policies and apply for any required permits and pay for any fees, as required by the Town Parks & Recreation Department. Please contact Traci Bishop, Event / Program Coordinator for the Town of Pagosa Springs at tbishop@pagosasprings.co.gov or (970)264-4152 ext. 532.

2017 Special Event Funding Application

I. CONTACT INFORMATION

Event Name: _____

Proposed Event Date: _____

Amount of funding requested: \$ _____

Producing Entity: _____

Contact person: _____

Address: _____

Phone number: _____

E-mail: _____

Event Website: _____

Organization's tax status: For Profit Non-Profit*/Not-for-Profit*

* Non-Profit (501C-3) or Not-for-Profit (501C-6) organizations, please attach current State Department of Revenue Certificate with this application.

Does the Event benefit a charity and / or non profit? *If yes, please name the beneficiary.* _____

II. EVENT DESCRIPTION

1. Description of the event and its activities.
2. Where will the event be located within the Town of Pagosa Springs? Please list the specific venues that you plan to utilize, including dates and times, and whether or not you have contacted them to confirm availability.
3. Will any portion of the event take place outside of the Town of Pagosa Springs? If yes, please explain.

4. Is this a new or existing event?
5. Anticipated attendance:
 - Number of participants (athletes, artists, exhibitors, etc.) anticipated: _____
 - Number of volunteers needed: _____
 - Number of event staff _____
 - Total Number of spectators/attendees anticipated: _____
 - % Local _____
 - % Visitor _____
6. Description of potential benefits to the Town of Pagosa Springs, such as providing a new event, adding to the visitor experience, etc.
7. Explain, specifically, how money you receive from the Tourism Board would be spent.
8. Please describe any marketing or advertising you plan to do to promote the event.
9. What other funding or grants have you applied for?
10. Please attach a complete a detailed event budget, including anticipated revenues and expenses.
11. Should the Tourism Board decide not to support this event, will it still occur?
12. If possible, would you intend to host the event in Pagosa Springs beyond 2017? If yes, for how many years beyond 2017?

VI. EVENT FINAL REPORT

A post-event report is required from all events receiving marketing funds from the Tourism Board. Future funding will not be considered until the final report is submitted and approved. **The final report must be submitted by October 31st.** The report shall include the following information:

1. An overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. For existing events, an overview of how the event fared relative to previous years.
2. Provide an event budget showing actual profit and loss numbers and how the funding was utilized.

3. An overview of the marketing that was implemented to promote the event, if applicable.
4. Potential for growth and the development of the event.
5. An optional post-event survey link is available for event organizers to email their attendees to learn more about their event and the experience of attendees.